

BROWN BULB RANCH

MAIN OFFICE
Capitola, Calif.
Greenwood 5-1313

SPRING 1960

(Growers and Importers - Wholesale only)

NORTHWEST OFFICE
936 West 49th St.
Seattle 7, Wash.
Sunset 4-2600

PACKAGED FLOWER BULBS and PERENNIALS

HOW TO ORDER

Write the quantity you wish in the left-hand column and mail to either Capitola or Seattle, whichever is closer to you. We will mail you another copy for future orders. Order in multiples of 5. Fill out your name and address at the bottom of this page.

ASSORTMENTS

In order to assist you in making up a well-balanced order of the best sellers, we can make up assortments for you. Your location will be taken into consideration to be sure you receive the proper varieties for your climate.

	COST
Bulb Assortment #1	\$40.00
" " #2	75.00
Perennial Assortment #1	20.00
" " #2	50.00

SALES AIDS

We furnish advertising material and display posters.

ATTRACTIVE PACKAGES

All packages are polyethylene, foil, with color illustrations and cultural directions.

DELIVERY

Packaged Bulbs and Perennials are available from either Capitola or Seattle beginning January 10th.

BULK BULBS

We now have attractive counter display cartons for those dealers who have been unable to properly handle and display bulk bulbs. If you are interested in a full line of bulk bulbs and perennials, we will be glad to send you our catalog.

DISPLAY BOXES

If you want an attractive display of bulk bulbs, try our display boxes. Just open up the color lithographed box and you are ready for business. We have two types of boxes. One offers each item individually, and the other an assortment of varieties. These are offered in our regular Trade List. If you do not have one, we will be glad to send a copy.

Tuberous Begonias

(American Hybrids)

(3 bulbs per pkg. 1 1/4" - 1 1/2")

RUFFLED DOUBLE (this is the new
Ballerina strain)

	Cost	Sugg. Retail
Salmon	.33	.59
Red		
White		Orange
Yellow		Pink

HANGING BASKET (these are large-flowered
hybrids)

Red	.33	.59
Yellow		
Pink		
Salmon		

BEGONIA PLANTER

A water-proof container planted with two large Double Flowering Tuberous Begonias in a nutrient growing medium. This planter makes it possible to start tubers under household conditions and to transplant a well-established begonia outdoors when danger of frost is past. Only water need be added.

Beautifully illustrated label complete with growing instructions. Colors designated on the label.

Per Planter	.56	.98
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ROSE FORM (an improvement on
the old Camellia type)

Red	
Yellow	Pink
White	Apricot

NOVELTY TYPES

Fringed Single Mixed	.33	.59
Carnation Mixed		
Picotee Double Mixed		
Double Multiflora Mixed		
Crispa Marginata Mixed		
Mixed Colors & Types (10 Bulbs 1 1/4" - 1 1/2")	.59	.98
Ballerina Hybrids (Asst'd colors - 3 Jumbo tubers - 2 1/2" - 4")	.79	1.39

COMPLETE STOCKS

Both our Capitola and Seattle locations carry complete stocks for re-orders. We are, therefore, able to give you prompt service and the advantage of a lower transportation cost.

USE THIS FORM FOR ORDERING

FIRM NAME _____
STREET ADDRESS _____
CITY & STATE _____

SHIP VIA _____
SHIP WHEN _____
SIGNED _____

LIBRARY
RECEIVED

★ JAN 18 1960 ★

U.S. Department of Agriculture

PROCUREMENT SECTION
CURRENT SERIAL RECORDS

JUN 10 1965

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NAT. AG. LIBRARY
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Gladiolus

<u>GLADIOLUS</u>	(#2 size - 1 $\frac{1}{4}$ - 1 $\frac{1}{2}$ " dia.)	Bulbs Per Pkg.	Cost	Sugg. Retail
_____ Firmament - blue		8	.29	.49
_____ Dr. Fleming - rose pink				
_____ Hopman's Glory - yellow				
_____ Java - yellow				
_____ Lavender Belle - light lavender				
_____ Margaret Beaton - white, red throat				
_____ Merry Widow - dark violet, white throat				
_____ Orange Gold				
_____ Purple Supreme				



<u>GLADIOLUS</u>	(#2 size - 1 $\frac{1}{4}$ - 1 $\frac{1}{2}$ " dia.)	Bulbs Per Pkg.	Cost	Sugg. Retail
_____ Red Charm - red		8	.29	.49
_____ Snow Princess - pure white				
_____ Spic & Span - ruffled pink				
_____ Yellow, red throat				
_____ Uhu - brownish red, lilac stripe				
_____ Mixed Colors		12	.33	.59
_____ Lithographed polyethylene bag (#2 bulbs)		25	.46	.79
_____ Mixed Jumbo size (2" up)		12	.50	.89
_____ Mixed Colors (#1 bulbs)		20	.59	.98

Dahlias

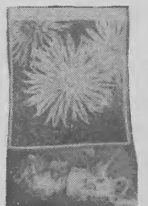
<u>DAHLIAS</u> - (Decorative)				
_____ Confucius - large oriental red	1	.29	.49	
_____ Kindig's Purple - deep purple				
_____ Lois Walcher - lavender, white tips				
_____ Mdm. Le Boutillier - shaggy dark red				
_____ Ogden Reid - large rose pink				
_____ Paisley Gem - white, speckled violet				



<u>DAHLIAS</u> - (Decorative)				
_____ Red Triumph - light red	1	.29	.49	
_____ Royal Yellow - golden yellow				
_____ Sherwood's Peach - large buff & gold				
_____ Simoun - yellow, red spots, unusual				
_____ Violet King - large violet				
_____ White Master - pure white				

<u>DAHLIAS</u> - (Pom Pon)				
_____ Amber Queen - bronze	1	.29	.49	
_____ Betty Ann - pink				
_____ Golden Queen - yellow				
_____ Lavender Dream - lavender				
_____ Red Warrior - red				
_____ Snowman - white				

<u>DAHLIAS</u> - (cactus)				
_____ Pink	1	.29	.49	
_____ Red				
_____ Orange				
_____ White				
_____ Lavender				



OVER FIFTY YEARS

We have been growing flower bulbs for over fifty years. We are the largest growers in the world of many of the items that we offer and we are the largest importers in the West of most imported varieties. This experience and volume enables us to supply the highest quality stock at Minimum prices.

LARGE DAHLIA PACKAGES

These packages contain four tubers, each of a different variety. The colors are designated on the package. Each shipment contains several color combinations.

4 tubers per pkg.

_____ Giant Decorative	4	.82	1.49
_____ Cactus	4	.82	1.49
_____ Collarettes (semi-double blooms with contrasting petals)	4	.82	1.49

Miscellaneous Bulbs

<u>HARDY LILIES</u>				
_____ Auratum - gold banded lily	2	.33	.59	
_____ Coral - small scarlet				
_____ Regale - best white lily				
_____ Rubrum - pink				
_____ Tiger - orange, dark spots				



<u>RANUNCULUS</u>				
This is an excellent Spring bulb anywhere. It is becoming very popular. A good cut flower.				
_____ Mixed #1 Size	15	.29	.49	
_____ Mixed #3 Size	60	.59	.98	
_____ Orange #2 Size	15	.29	.49	
_____ Red #2 Size	15	.29	.49	
_____ Yellow #2 size	15	.29	.49	
_____ Pink #2 size	15	.29	.49	

Growers and Importers to the Wholesale Trade Only.

Miscellaneous Bulbs

	Bulbs per Pkg.	Cost	Sugg. Retail		Bulbs per Pkg.	Cost	Sugg. Retail
_____ Anemone #1 Double	15	.29	.49	_____ Calla, yellow 2 - 2½"	2	.33	.59
_____ " #3 "	70	.59	.98	_____ Caladium, Fancy Leaf 1½"	2	.33	.59
_____ " #1 Single	15	.29	.49	_____ Double Tuberose - fragrant	4	.33	.59
_____ Aztec Lily - novelty amaryllis	1	.33	.59	_____ Fragrant Gladiola	10	.33	.59
_____ Amaryllis Hybrids 2½ - 3"	1	.45	.79	_____ Gloxinia, mixed 1 - 1½"	3	.33	.59
_____ Amaryllis - new Hybrid Dutch Hippeastrums 2½ - 3"	1	1.50	2.59	_____ Hardy Orchid - lavender	2	.33	.59
_____ Achimene	5	.33	.59	_____ Miniature Amaryllis (mixed colors)	5	.33	.59
_____ Baby Gladiolus Mixed	8	.33	.59	_____ Lycoris (fragrant Amaryllis)	3	.33	.59
_____ Calla, pink 1½ - 2"	2	.33	.59	_____ Mexican Shell Flower (tigridia)	10	.33	.59

Perennials

HARDY PHLOX (one of our most popular perennials)

(2 roots per pkg.)

_____ Red	.39	.69
_____ Pink		
_____ White		
_____ Salmon		
_____ Purple		
_____ White w/red eye		
_____ Blue w/white eye		



BEARDED IRIS (will grow in any soil and little attention)

(1 root per pkg.)

_____ Sunshine - yellow	.22	.39
_____ Red Warrior - red		
_____ Pink Cloud - pink		
_____ Bronze Idol - bronze		
_____ White Glory - white		
_____ His Majesty - purple & bronze		
_____ Apricot - salmon pink		
_____ Blue Sky - light blue		



DOUBLE PEONIES (imported from Holland)

(1 division per pkg. - 3/5 eye)

_____ Red	.44	.79
_____ Pink		
_____ Rose		
_____ White		



CANNAS (this is a plant that grows well anywhere)

(2 roots per pkg.)

_____ The President - red	.29	.49
_____ Yellow Humbert - yellow, red spots		
_____ City of Portland - pink		
_____ Gaiety - orange (dwarf)		
_____ Golden Gate - pure yellow		
_____ Eureka - cream white		
_____ Wyoming - orange, bronze foliage		
_____ Striped Beauty - yellow flower, green foliage with cream stripe, new introduction		



BUTTERFLY ORCHID

(Epidendrum Hybrids)

These plants shipped from Hawaii
are easily grown given proper care.

(1 plant per pkg.)

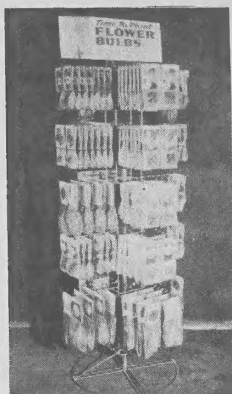
_____ Scarlet	.52	1.00
_____ Yellow		
_____ Pink		
_____ Lavender		



Miscellaneous Perennials

_____ BLEEDING HEART (Dicentra) 2/3 eye div.	1	.33	.59	_____ BABY'S BREATH (Gypsophila) pink	1	.22	.39
_____ TRANSVAAL DAISY (Gerbera) mixed colors	1	.25	.49	_____ PERUVIAN LILY (Alstroemeria) yellow	2	.22	.39
_____ DAY LILY - pink	1	.22	.39	_____ DOUBLE HOLLYHOCK (mixed colors)	1	.22	.39
_____ TRITOMA - new hybrids (Red Hot Poker)	2	.22	.39	_____ BLUE LILY OF THE NILE (agapanthus)	1	.42	.79
				_____ TRITOMA - yellow	1	.22	.39

Rotary Rack



RACK
SHIPPED
IN
STURDY
CARTON
NOTHING
TO
ASSEMBLE

Suggested Rotary Rack Assortment

	Cost Each	Retail
80 Pkgs. Gladiolus (8), ass't separate varieties	.29	.49
15 Pkgs. Gladiolus Mixed (12)	.33	.59
40 Pkgs. Begonias (3) asst'd separate varieties	.33	.59
40 Pkgs. Dahlias (1) asst'd types and varieties	.29	.49
15 Pkgs. Lilies (2) Asst'd	.33	.59
20 Pkgs. Cannas	.29	.49
15 Pkgs. Callas	.33	.59
15 Pkgs. Anemones & Ranunculus	.29	.49
25 Pkgs. Miscellaneous Bulbs best items for your locality	.33	.59

SHIP AS SOON AS AVAILABLE:

_____ Racks \$20.00
_____ Assortment as listed opposite . . . 80.00

If you wish to make up your own assortment from this package list, we will be glad to fill your rack order that way.

Supply Items

Fertilizer, Peat, Potting Soil, Etc.

	IL, ETC.	Packed per Case	Cost	Sugg. Retail
MOO COW NATURAL FERTILIZER				
_____ 2-Quart		20	.27	.49
_____ 1/4 Cubic Foot		10	.45	.79
_____ 1 Cubic Foot		5	1.15	1.98

CALIFORNIA PEAT

_____ 2-Quart	20	.23	.39
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POTTING SOIL

_____ 1-Quart	20	.16	.29
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LEAF MOLD

_____ 2-Quart	20	.28	.49
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CHARCOAL

_____ 9 ounce	50	.16	.29
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Plant Stakes

Length	Packed Per Bale	Price Per Bale	Sugg. Retail
2 Ft.	40	\$6.80 (.17 per pkg.)	.29
3 Ft.	40	9.20 (.23 " ")	.39
4 Ft.	20	7.00 (.35 " ")	.59
6 Ft. (natural)	20	23.00 (1.15 " ")	1.98

ADD 10% FOR LESS THAN BALE LOTS

Wooden Labels

	Packed per ctn.	price per ctn.
Extra Smooth, Painted		
Tree Labels 3 1/2" x 5/8" (copper wired)	1,000	\$4.75
Pot Labels - 4 inch	1,000	3.25
" " 5 "	1,000	3.60
" " 6 "	1,000	4.20
Garden Labels 8 inch.	250	2.20
" " 10 inch	250	2.55

TERMS

Firms not having accounts with us will please forward 25% cash with their order, regular terms net in 30 days from date of invoice, and 2% discount for payment in 10 days.

Crop failure or any cause beyond our control releases us entirely from delivery.

We give no warranty, express or implied, as to description, purity, productiveness, or other matter of any seeds, or bulbs we sell, and we will not be in any way responsible for them. F.O.B. Capitola, or Seattle, except where otherwise noted.

VISITORS WELCOME

We are the largest growers of Tuberous Begonias in the world. Our fields of seedlings are in bloom at our ranch at Marina, Calif. (on California Highway #1 ten miles north of Monterey) in the Fall, and members of the trade are always welcome.

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